WHAT IS CLAIMED IS:

1. A reflective type fringe field switching mode liquid crystal display("a reflective FFS-LCD") comprising:

a liquid crystal layer having a plurality of the liquid crystal molecules;

a first substrate disposed on one side of the liquid crystal layer and in which a counter electrode and a pixel electrode, both for generating a fringe field to drive the liquid crystal molecules are formed;

a second substrate disposed on the other side of the liquid crystal layer;

a first homogeneous alignment layer interposed between the liquid crystal layer and the first substrate and having a rubbing axis in a selected direction;

a second homogeneous alignment layer interposed between the liquid crystal layer and the second substrate, and having a rubbing axis in a selected direction;

a polarizer disposed on an out side of one of the first substrate and the second substrate, and having a selected polarizing axis; and

a reflective plate disposed on an out side of the other of the first substrate and the second substrate,

wherein retardation of the liquid crystal layer is $(2n+1)\lambda/4$(here, λ is wave of light and n is a positive number).

2. The reflective type FFS-LCD according to claim 1, wherein a rubbing axis of the first homogeneous alignment layer and a rubbing axis of the second homogeneous alignment layer are anti-parallel each other.

3. The reflective type FFS-LCD according to claim 2, wherein the rubbing axes of the first and the second alignment layers are at an angle of 10 to 85° with a substrate projection line of the fringe field.

4. The reflective type FFS-LCD according to claim 1, wherein the rubbing axes of the first and the second alignment layers and a polarizing axis of the polarizer coincide.

5. The reflective type FFS-LCD according to claim 1, wherein the rubbing axes of the first and the second alignment layers and the polarizing axis of the polarizer are at an angle of 20 to 60°.

6. The reflective type FFS-LCD according to claim 5, wherein the rubbing axes of the first and the second alignment layers and the polarization axis of the polarizer are at an angle of 45°.

7. A reflective FFS-LCD comprising:

a liquid crystal layer having a plurality of liquid crystal molecules;

a first substrate disposed on one side of the liquid crystal layer and on which a counter electrode and a pixel electrode, both for generating a fringe field to drive the liquid crystal molecules are formed;

a second substrate disposed on the other side of the liquid crystal layer;

a first homogeneous alignment layer interposed between the liquid crystal layer and the first substrate and having a rubbing axis in a selected direction;

a second homogeneous alignment layer interposed between the liquid crystal layer and the second substrate and having a rubbing axis in a selected direction anti-parallel to the rubbing axis of the first homogeneous alignment layer;

a polarizer disposed on an out side of one of the first substrate and the second substrate, and having a selected polarizing axis; and

a reflective plate disposed on an out side of the other substrate of the first substrate and the second substrate,

wherein the rubbing axes of the first and the second alignment layers are at an angle of 10 to 85° with a substrate projection line of the fringe field,

wherein retardation of the liquid crystal layer is $(2n+1)\lambda/4$ (here, λ is wave of light and n is a positive number).

8. The reflective type FFS-LCD according to claim 1, wherein the rubbing axes of the first and the second alignment layers and the polarizing axis of the polarizer coincide.

9. The reflective type FFS-LCD according to claim 1, wherein the rubbing axes of the first and the second alignment layers and the polarizing axis of the polarizer are at an angle of 20 to 60°.

10. The reflective type FFS-LCD according to claim 5, wherein the rubbing axes of the first and the second alignment layers and the polarizing axis of the polarizer are at an angle of 45°.